



MEDIA ADVISORY

Date: Monday, April 20, 2015
District: 6 – Fresno, Kings, Tulare, Madera and Kern
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“DON’T TRASH CALIFORNIA” PRESS CONFERENCE TOMORROW

What: Anti-Litter Clean-Up Press Conference

When: Tomorrow, Tuesday, April 21st at 10:30 a.m.

Where: State Route 168/Shields Avenue; east of SR 168; Jackson Avenue cul-de-sac located just south of Shields Avenue

Fresno-The California Department of Transportation (Caltrans) in partnership with the California Highway Patrol (CHP) and the Fresno Council of Governments (FCOG) will hold a Press Conference tomorrow morning, April 21st to highlight its clean-up partnership with Fresno County volunteers.

This year, Fresno COG volunteers will participate in the clean-up efforts as part of the **Keep Fresno County Beautiful** affiliation with the national organization of Keep America Beautiful. Motorists are reminded to **Don’t Trash Fresno** and **Don’t Trash California** by disposing of litter & cigarette butts properly, tarping their loads, and using litter bags in their cars.

Volunteers will dedicate their morning to cleaning up designated areas within the City of Fresno in order to reduce the amount of litter visible on our highways within the Fresno Metropolitan area in the fight against litter in Fresno County and will participate in the Press Conference.

During the week of April 20th-24th Caltrans districts statewide will participate in the Annual Statewide Litter Clean-up efforts where Caltrans Maintenance field personnel in all 12 Districts dedicate the majority of their work day to picking up litter, trash and debris along state highways.

The California Highway Patrol will increase enforcement efforts and issue citations to those motorists who are observed littering. Not only are litter and debris unsightly, they pollute our environment, contribute to traffic accidents/delays and cost California taxpayers millions of dollars each year in cleanup efforts; money that could otherwise be spent building new highways or maintaining existing ones.





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STATE ROUTE 168/SHIELDS AVE. PRESS CONFERENCE



**From Eastbound
State Route 168:**

**Exit Shields Ave;
turn right;
continue east to
Maple Ave; turn
right on Simpson
Ave; turn right
onto Jackson Ave
Cul-de-Sac.**

**From Westbound
State Route 168:**

**Exit Shields Ave;
turn left; continue
east to Maple Ave;
turn right on
Simpson Ave; turn
right onto Jackson
Ave Cul-de-Sac.**

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**DON'T TRASH
CALIFORNIA**